



## Post Event Review AA2002



Watch The Skies

**ASIAN  
AEROSPACE**  
2004

24 - 29 February 2004  
Changi Exhibition Centre, Singapore  
[www.asianaerospace.com](http://www.asianaerospace.com)

*"Asian Aerospace continues to grow in stature and proved to be an exceptional success for Agusta Westland in 2002. We look forward to Asian Aerospace 2004."*

David Bath  
Director, Public Affairs  
Agusta Westland

*"Asian Aerospace 2002 was the best show ever for Lockheed Martin. We had in all delegations and visitors from about 20 countries. Several of these visits resulted in significant discussions with government and business leaders from the region."*

David Wright  
Senior Manager Marketing Events  
Lockheed Martin Aeronautics Company

*"An excellent presentation, very good show indeed and we hope to follow up on this exhibition."*

Josette Francois-Rivoalan  
Events & Exhibitions Manager  
Dassault Aviation, France

*"AA2002 was indeed a very good show for TransWorld Aircraft Leasing Group. It gave us an excellent opportunity to meet and entertain existing customers and enabled us to introduce our services to new clients. There is no doubt that our participation in AA2002 has brought about excellent new business opportunities both regionally and internationally and we look forward to taking part in future shows."*

Rick Brown  
TransWorld Aircraft Leasing Group

*"We consider Asian Aerospace as one of the most important shows for EADS in this region of the world. We greatly appreciate meeting with our customers, receiving numerous delegations that are important for the business of EADS, and working in a very agreeable atmosphere. The level of this show was again very high and EADS profited once again from its participation. I think everyone agrees with us that Asian Aerospace is a fixed date in the time schedules of all people working in our industry."*

Nicole Bernecker  
Vice President Corporate Promotion  
EADS

*"It was one of the most successful international aviation events in 2002, and the best of all in Asia this year. A very impressive and most competent management."*

Karel Vervoort  
Belgium Aerospace

*"Lufthansa-Technik only attends leading (A) exhibitions. Asian Aerospace is the central event for us in Asia. We have been exhibiting since 1988 and will be there for sure for the next few years too. Asian Aerospace is one of the best organised exhibitions in the world."*

Tilman Tesseraux  
Marketing Manager  
– Head of Marketing Communication  
Lufthansa-Technik

## Quick Facts

|                        |  |                     |  |
|------------------------|--|---------------------|--|
| Venue:                 | Changi Exhibition Centre, Singapore  |                     |  |
| Dates                  | Trade:   | 26 Feb – 1 Mar 2002 |  |
|                        | Public:  | 2 Mar – 3 Mar 2002  |  |
| No. of Exhibitors:     | 747  |                     |  |
| Exhibiting Countries:  | 36   |                     |  |
| Country Pavilion:      | 21   |                     |  |
| Official Delegations:  | 120 from 38 countries  |                     |  |
| Trade Deals Announced: | Over US\$3.2 billion   |                     |  |
| Exhibition Area        | Nett Indoor Space:   | 20,700 sqm          |  |
|                        | Gross Outdoor Space:   | 140,000 sqm         |  |
| Trade Visitors:        | 23,433 from 78 countries   |                     |  |
| Public Visitors:       | 40,000   |                     |  |
| Official Events        | <ul style="list-style-type: none"><li>• Asia-Pacific Security Conference (APSEC)</li><li>• C4I Asia Conference (C4I Asia 2002)</li><li>• AirFreight Expo Conference (AFE 2002)</li></ul> |                     |  |



# Post Event Review AA2002



Set against a backdrop of faltering growth in the aviation industry and immense security concerns, and as the first major international airshow after September 11, Asian Aerospace 2002 (AA2002) valiantly defied the odds to strike a resounding success, turning out one of the best presentations of all times.

The six-day event, held from 26 February – 3 March 2002, had the international aerospace community rallying strongly behind it with 747 exhibitors from 36 countries, including 70 of the world's top 100 aerospace companies. 23,433 trade visitors from 78 countries and an estimated 40,000 public visitors also thronged the exhibition grounds. A record number of 120 official delegations from 38 countries were hosted and over US\$3.2 billion worth of trade deals were announced at the show, making it one of the most successful editions ever.

With uncertainties and challenges faced by the industry and global economy, these figures reaffirmed Asian Aerospace as the pivotal platform for all international aerospace and defence technology companies to foster partnerships and collaborative ventures. Asia-Pacific continues to be a key area of growth with plenty of business opportunities to be explored.

Other than sealing business deals, many industry players chose AA2002 to showcase their latest technology. Among these were Boeing's 747-400X Quiet Long Range (QLR), Gippsland Aeronautics' utility aircraft GA-8 Airvan, Ibis Aerospace Limited's turbo prop aircraft Ae270 and Korea Aerospace Industries' KT-1 Trainer.

*Making a debut at AA2002 was an impressive aircraft lineup, including:*  
Hawk 100 • F-15E Strike Eagle • MA60 Transport • Airbus AR19CJ •  
KT-1 Trainer • GA-8 Airvan • F/A 18E/F Super Hornet • L420 Commuter  
• Pilatus PC-12 • Eurocopter EC-130

Aerospace enthusiasts were also thrilled by Lockheed Martin's full-scale mock-up display of its stealthy, supersonic Joint Strike Fighter, premiering for the first time in Asia.

AA2002 grew in strength with the introduction of three new initiatives:

- Asia-Pacific Security Conference (APSEC 2002)
- Command, Control, Communication, Computers and Intelligence Conference (C4I Asia 2002)
- AirFreight Expo Conference (AFE 2002)

The launch of these co-events enhanced Asian Aerospace's premier status as one of the world's most important aerospace events.

In a strong show of support that demonstrated their confidence and long-term business interest in the region, **over 70% of the exhibiting companies at AA2002 rebooked for AA2004 at the close of the last event. Scheduled to be held from 24 – 29 February 2004, Asian Aerospace looks set to ride on its past successes, scaling new heights as a formidable platform for the global aerospace industry.**

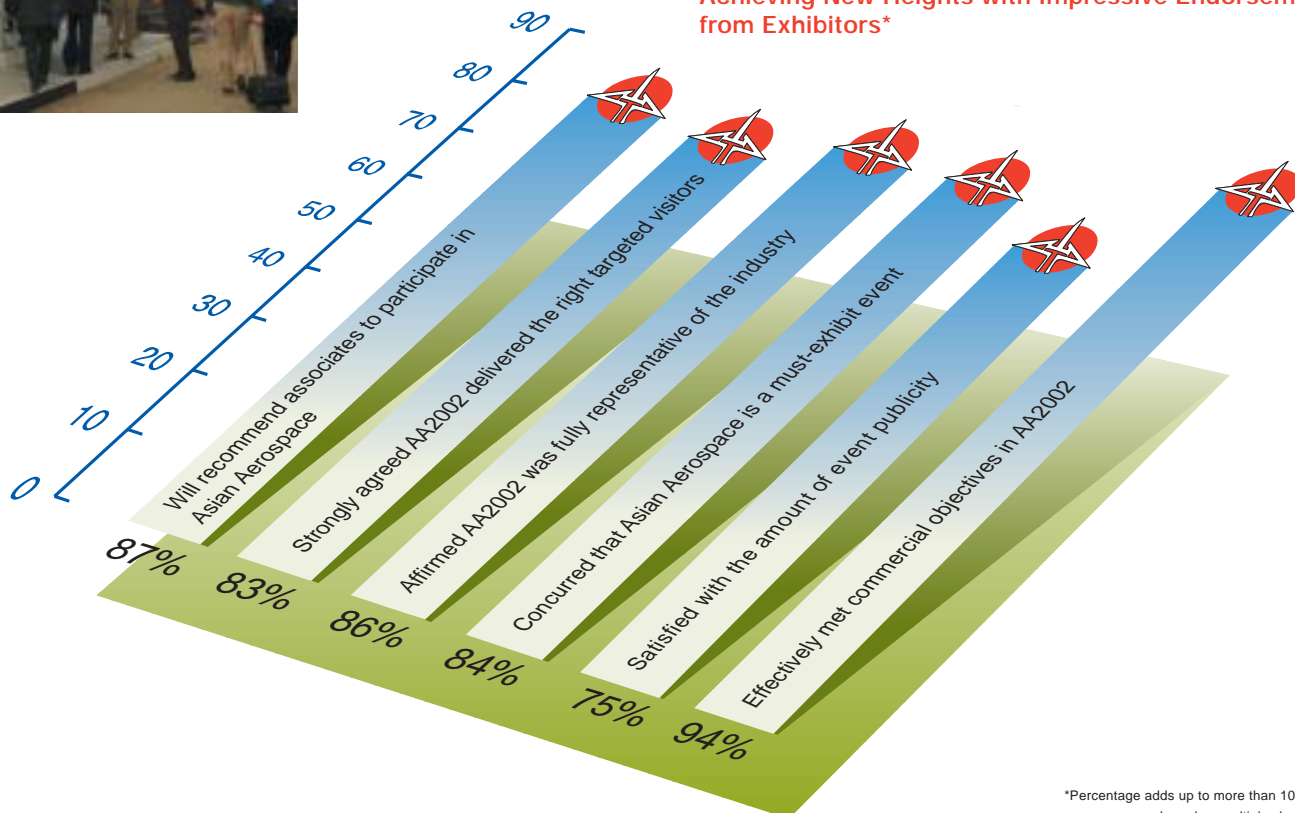




## Exhibitors' Profile

Asian Aerospace 2002 reaffirmed its position as the global marketplace of choice for international aerospace companies and key decision-makers. According to the AA2002 official exhibitors' survey, participating companies resoundingly hailed the show as one of the top aviation and aerospace events in the world.

### Achieving New Heights with Impressive Endorsements from Exhibitors\*



\*Percentage adds up to more than 100 because answers were based on multiple choice questions.

### Where They Came From

- ▶ Australia
- ▶ Austria
- ▶ Belgium
- ▶ Brazil
- ▶ Canada
- ▶ China
- ▶ Czech Republic
- ▶ Denmark
- ▶ France
- ▶ Germany
- ▶ Hong Kong
- ▶ India
- ▶ Indonesia
- ▶ Ireland
- ▶ Israel
- ▶ Italy
- ▶ Japan
- ▶ Malaysia
- ▶ New Zealand
- ▶ Norway
- ▶ Pakistan
- ▶ Philippines
- ▶ Russian Federation
- ▶ Singapore
- ▶ South Korea
- ▶ Spain
- ▶ Sri Lanka
- ▶ Sweden
- ▶ Switzerland
- ▶ Taiwan
- ▶ Thailand
- ▶ The Netherlands
- ▶ UAE
- ▶ UK
- ▶ Ukraine
- ▶ USA

### Country Pavilions

- ▶ Australia
- ▶ Austria
- ▶ Belgium
- ▶ Canada
- ▶ China
- ▶ Czech Republic
- ▶ France
- ▶ Germany
- ▶ India
- ▶ Israel
- ▶ Italy
- ▶ Japan
- ▶ Russian Federation
- ▶ Singapore
- ▶ South Korea
- ▶ Sweden
- ▶ Taiwan
- ▶ Thailand
- ▶ The Netherlands
- ▶ UK
- ▶ USA

### Some of the aviation businesses represented include:

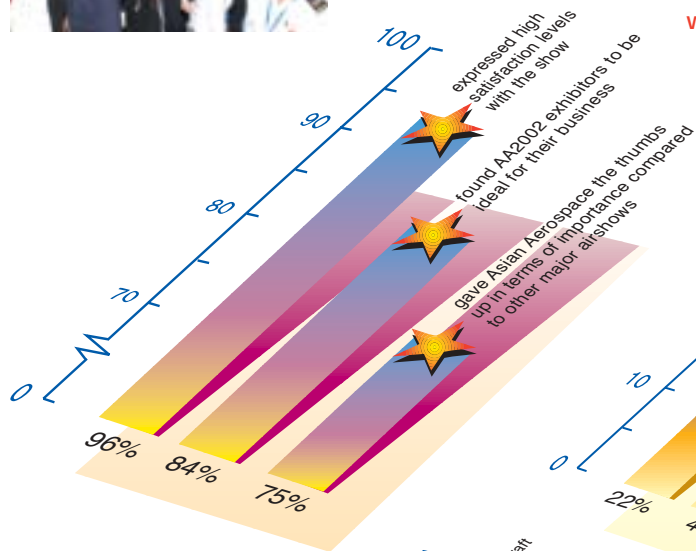
Aerospace Materials • Aerospace Media • Aircraft (fixed/ rotary wing) • Air Traffic Control Equipment • Aircraft Components • Aircraft Interiors • Aircraft Maintenance Services/ Equipment • Airport/ Terminal Systems/ Equipment • Armament/ Ordnance • Avionics/ Radar Systems • Business Aviation/ Aeronautical Services • Catering Services • C4I • Cargo • Chemicals/ Paints/ Coatings • Communications Equipment/ Services • Engines • Ground Support Equipment • Inflight Entertainment • Missiles/ Weapon Systems • Research and Development • Safety and Rescue • Satellite Navigation/ Space Systems/ Imaging/ Surveillance • Simulators and Training Equipment/ Services • Software Systems and Applications



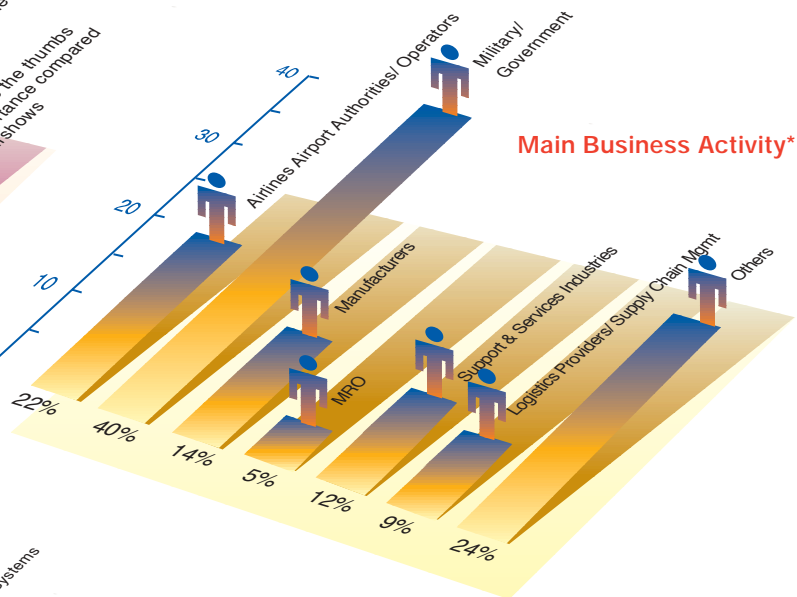
## Visitors' Profile

Asian Aerospace 2002 received strong support from both trade and public visitors. The record visitorship, which included 120 official delegations from 38 countries, 23,433 trade visitors and 40,000 public visitors, contributed towards making AA2002 one of its most successful editions ever.

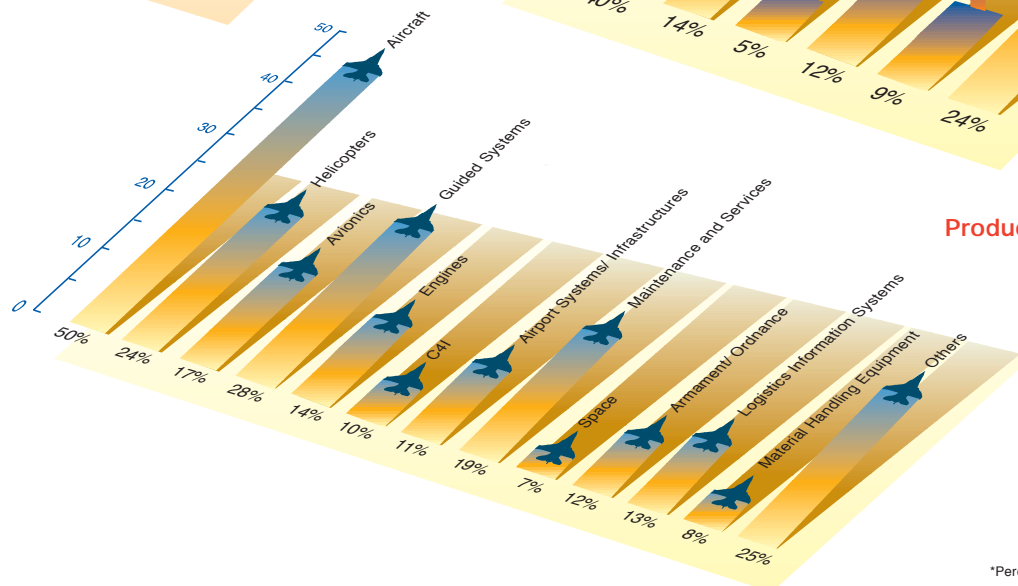
Scoring High on Effectiveness & Satisfaction with Trade Visitors\*



Main Business Activity\*



Product Interests\*



\*Percentage adds up to more than 100 because answers were based on multiple choice questions.

### Countries They Came From

Australia • Austria • Bahrain • Bangladesh • Belgium • Bhutan • Botswana • Brazil • Brunei • Cambodia • Canada • Chile • China • Colombia • Czech • Denmark • Ecuador • Egypt • Finland • France • Germany • Hong Kong SAR • Hungary • Iceland • India • Indonesia • Iran • Ireland • Israel • Italy • Japan • Jordan • Kazakhstan • Kuwait • Laos • Luxembourg • Macau • Malaysia • Mauritius • Mexico • Mongolia • Myanmar • Nepal • Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Papua New Guinea • Philippines • Poland • Portugal • Qatar • Russia • Saudi Arabia • Singapore • Slovakia • South Africa • South Korea • Spain • Sri Lanka • Sudan • Sweden • Switzerland • Taiwan ROC • Thailand • Tonga • Turkey • UAE • Uganda • UK • Ukraine • USA • Vanuatu • Venezuela • Vietnam • Zimbabwe



# Media & Publicity



Keen media attention from 784 journalists representing 278 international media agencies, once again propelled AA2002 to the forefront of global news. Throughout the show period, AA2002 dominated the headlines in major print and broadcast media. Strong media interest was reflected in the consolidated advertising value for overall publicity, which exceeded S\$5 million.

Specially planned publicity events for the dedicated Media Day, which included the Media Champagne Brunch (Flying Display Preview), Media Conference and Meet-the-Pilot session, received an overwhelming response from the media and added to the broad coverage of the show.

AA2002 provided a platform for exhibiting companies to maximise local, regional and international coverage of their announcements, events, products and services. Extensive exposure in special Asian Aerospace segments and supplements on television, radio, local dailies and other top business and trade media have provided exhibitors with wide-ranging channels to communicate key messages and information to their target audience.



Comprehensive media facilities and services were available for both media and public relations professionals. Facilities included:

Seminar/ Conference rooms for:

- Media briefings • Meetings • Interviews • Company functions

The Media Centre managed by public relations professionals provided facilities and services such as:

- Notice boards for exhibitors' notices, invitations and announcements
- Media pigeonholes for exhibitors to distribute press information/ kits
- Media Information Counter where site-maps, flying display schedule, exhibitor's media conference schedules, official event schedules, speeches and various media materials were provided
- News clipping board
- Lockers for storage needs



The Media Lounge provided:

- Computer and printers with broadband-enabled internet access
- Dial-up facilities
- Comfortable discussion/ lounge area
- Refreshments

*Some of the major media agencies that covered AA2002 included:*

CNBC • BBC • ABC • Channel NewsAsia • Reuters • Asian Wall Street Journal • Associated Press • Bloomberg • Flight International • Time • Jane's • Aviation Week • Aviation International News • Asian Defence Journal • Singapore Press Holdings • Agence France Presse • Financial Times • Defence News • CNN

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